

The Trews Win A Gibson Guitar Contest

OFFICIAL CONTEST RULES AND REGULATIONS

NO PURCHASE NECESSARY

HOW TO ENTER

Beginning at 9:00am Eastern Time ("ET") on October 6, 2009, entrants can enter the "The Trews Win A Gibson Guitar Contest" (the "Contest") via on-line entry form available at www.thetrewsmusic.com/gibson. All entries must include all information requested on the on-line form. Any use of automated devices is prohibited. Limit of one (1) entry per person per day.

The Sponsors of this Contest are Gibson Guitar Corporation and Bumstead Productions Ltd. (collectively, the "Sponsors").

CONTEST CLOSING DATE: To be eligible to win the Contest, entries must be received no later than 6:00pm ET on December 18, 2009 (the "Contest Closing Date").

GRAND PRIZE

There will be one (1) Grand Prize available to be won. The Grand Prize consists of:

- One (1) Gibson Hummingbird Acoustic Guitar.

Approximate retail value of the Grand Prize is three thousand dollars in Canadian funds (\$3,000 CDN). The Grand Prize as described is subject to availability, may not be exchanged for cash, is non-transferable, non-refundable, may not be sold, and must be accepted as awarded, without substitutions. At their election, and in the event the Grand Prize cannot be awarded as described in these Official Rules, the Sponsors reserve the right to substitute a prize of equivalent or greater retail value. Sponsors will not be responsible if weather conditions or other factors beyond Sponsors' reasonable control prevent the Grand Prize from being fulfilled.

THE DRAW

Contest judges at the Bumstead Productions Ltd. offices located at 199 Niagara Street, Toronto, Ontario M5V 1C9, will make a random draw for the Grand Prize on December 21, 2009 from all eligible entries received on or before the Contest Closing Date. The first attempt to contact a selected entrant by email will be made within two (2) business days of the draw date. To win the Grand Prize and be declared the "Winner", the selected entrant will be required to correctly answer a time limited mathematical skill-testing question, without assistance or mechanical or electronic aid. If a selected entrant cannot be notified and the skill-testing question cannot be administered within two (2) business days of the first attempt to contact the selected entrant, the entrant will be disqualified, and an alternate entrant will be selected.

The chances of being selected in the Contest draw depend upon the total number of eligible entries received.

All decisions of the judges are final in all matters relating to this Contest.

ELIGIBILITY

The Contest is open to all residents of Canada excluding residents of the Province of Quebec, with the exception of: employees of the Sponsors, their respective parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, and any other parties engaged in the development, production or distribution of the Contest materials, or those living in the same household as any of the above.

GENERAL CONDITIONS

All Contest entries become the property of the Sponsors and no correspondence will be entered into except with selected entrant(s).

By entering the Contest, entrants consent to the use of their name, city of residence and image on videotape and/or photograph in any publicity carried out by any one or all of the Sponsors with respect to this Contest, without further notice or compensation.

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By entering this Contest electronically and voluntarily providing your personal information, entrants consent and agree to the Sponsors' collection and use of the entrant's information for the administration of this Contest and agree to Sponsors' use of entrant information for the purpose of contacting entrant in relation to this Contest.

By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules and Regulations, including eligibility requirements. Entrants release and hold harmless the Sponsors, their respective parent, related and affiliated companies, subsidiaries, members, dealers, advertisers, franchisees, promotional agencies and each of their respective directors, successors, sponsors, partners, licensees, officers, subsidiaries, agents, employees, artists, advisors, assignees, and all others associated with the development and execution of the Contest, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death, or property damage which the entrants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the Grand Prize awarded.

The Sponsors are not responsible for incorrect or inaccurate entry information which may affect a person's ability to participate in the Contest or be awarded a prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries which fail to fully comply with these Contest Rules and Regulations. No responsibility will be taken by the Sponsors for lost, delayed, mutilated or misdirected entries.

The Sponsors reserve the right, in their sole discretion; to cancel or suspend this Contest without notice should any cause beyond the reasonable control of the Sponsors corrupt the security or proper administration of the Contest. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way.

Sponsors reserve the right to suspend, modify or terminate this Contest at any time, for any reason, without any prior notice. The Sponsors also reserve the right to amend or modify these Rules at any time during the Contest Period without any prior notice. The Sponsors respect your right to privacy and will use your personal information only to conduct the Contest.

The Contest is subject to all applicable Federal, Provincial and Municipal laws.